

TECH TALK

YOUR REGULAR DOSE OF TECH & BUSINESS
NEWS FROM MANAGED IT EXPERTS



MONTHLY UPDATE FROM DAVID

As 2021 draws to a close the team at Managed IT Experts is reflecting on an extremely busy year which has seen us continue to expand the service we provide to customers - including adding new office locations in Glasgow and Edinburgh.

In this final edition of Tech Talk for this year - we take a look at how you can apply a wide range of helpful applications from mobile apps to project management tools as you plan for 2022.

We look forward to continuing to help and support our customers into the next year.

Until then, stay safe and have a great festive period when it comes along.

David Shuster

Managing Director - Managed IT Experts

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DID YOU KNOW?

The computer "bug" was named after a literal bug found in a computer.



An actual moth trapped in a computer relay of the Mark II is the reason "debugging" is used to describe fixing code.

MANAGED IT EXPERTS

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HOW TO EFFECTIVELY APPLY TECHNOLOGY TO YOUR BUSINESS INFRASTRUCTURE



Technology can help your business to become significantly more efficient, engaging and highly successful in your industry. Implementing the right technology can greatly help transform business infrastructure.

Here are 9 of the most common and ground-breaking technologies that can help your company succeed today.

USE OF MOBILE APPS

You can improve your business's overall reputation and seek higher brand recognition by introducing a mobile app with your business logo. Keeping your products, services, and customer support at your client's fingertips wherever they are. And depending on the complexity of your business, it can be surprisingly affordable.

BUSINESS OPERATION AUTOMATION

Not only can this greatly improve efficiency and reduce costs; the use of automation technology helps free up resources that can be re-directed to higher revenue-generating tasks that in turn, increase customer satisfaction.

USE OF ARTIFICIAL INTELLIGENCE

This modern technology can exhibit a human-like behavior. For example, when your customers visit your website, they can benefit from communicating with a Chatbot. Chatbots are a form of artificial intelligence that informs your customers with and answers their queries by using existing data. AI can also enable your business to better use the large sets of raw data acquired from your customers behaviors.

By analyzing and setting trend patterns, your business can ensure more effective decisions.

Virtual Reality (VR)

You can use VR to form virtual environments and settings to understand concepts and ideas better. You can use it to design and showcase your latest products. You can view a 3D model of a product before you actually manufacture it. Allowing you to make any necessary changes before you begin production by using VR models and testing.

CLOUD COMPUTING INFRASTRUCTURE

Cloud computing can help your business reduce IT infrastructure costs by providing a virtual resource space for your operations. Using a combination of hardware and software by hosting your data on virtual platforms you can create a highly scalable infrastructure ready to grow (or shrink) as your business needs change.

HYBRID WORKPLACES

Hybrid workplaces are a modern solution to the complex problem of social distancing. Offering employees to work remotely can help to lower business costs.

In addition, hybrid workplaces allow employees to work with more flexible hours, which boosts productivity. This allows for business expansion in terms of operations and employee base without substantial costs and investments of traditional offices.

PROJECT MANAGEMENT TOOLS

These tools allow remote access, multiple project management, progress-tracking, and much more. Your teams can use such tools to meet deadlines, track their progress and ensure effective project management.

TIME-TRACKING TOOLS

Time-tracking tools greatly complement project management tools as they help keep track of the time spent on each individual task on a project. This helps your team perform tasks within the given time-frames for increased productivity. This will also help identify tasks that are potential time wasters or require more careful planning.

8 AWESOME SOCIAL MEDIA AUTOMATION TOOLS

In the last decade, developers from famous social media platforms have changed the way we use their applications. Social media platforms are now excellent tools for marketing products and brands—these platforms act as great sources of exposure for small, medium, and even huge businesses. Here are 10 of the top Social Media Automation Tools, which you can utilize as the first step towards automating your business.

WORKFLOW

helps you organize a proper system as needed and share content according to plan. It allows you to promote the right content with the right audience at the right time.

HOOTSUITE

enables you to keep an eye on your competitors and communicate with your audience and users by creating a community dedicated to your business.

SENDIBLE

You can automate replies to the audience's queries, collaborate with others, generate valuable reports, and schedule updates with Sendible. This multi-purpose tool will help you organize and plan posts so your marketing team can focus on important tasks and activities.

COSCHEDULE

This automation tool helps you schedule your posts, thereby saving a lot of time and effort. CoSchedule enables you to schedule up to 60 posts at once.

CHATFUEL

enables you to create a chatbot that engages customers and provides accurate responses in real-time to enhance customer satisfaction.

AGORAPULSE

You can schedule your social media posts and track the performance of your posts to make better decisions. You can engage a larger audience using their informative reports. Their social media management features are amazing.

SEMRUSH

This all-in-one digital marketing automating tool is the best PPC and SEO toolkit. This tool allows you to automate posts, promote campaigns, track results, and generate valuable analytics.

TAILWIND

This scheduling tool also helps with analytics. Tailwind will not only help you automate posts, but it provides posting recommendations so you can reach more potential leads.

HOW TO USE HASHTAGS EFFECTIVELY

- Local hashtags will engage larger audiences
- Build a brand community using these hashtags
- Use hashtags on Pinterest and Instagram to increase exposure
- Create conversation through brand hashtags and specific products
- Numerous search tools are available to search related hashtags
- Use real-time or trending topics
- Use the same hashtags to compete for marketing campaigns
- Consistently update your content to increase engagement and reach

Most top brands in the world use hashtags for a successful branding technique. Hashtags filter the relevant content so users can discover similar posts. Follow the above tips to engage new followers and potential customers.

STEPS TO MOTIVATE YOUR EMPLOYEES TOWARDS A SIMILAR GOAL

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Project management tools motivate your employees to focus on similar business goals. These tools manage workflow and help with time-management. Moreover, it brings efficiency in handling problems and helps manage resources. Here are some of the steps you can take to direct your employees to a similar goal while utilizing project management tools:

- Plan and schedule the tasks and projects accordingly, bringing efficiency to the workflow
- Maintain better collaboration and reduce errors and inaccuracies in the workplace
- With this project and time management tool, allocate tasks while considering employees' capabilities and skills
- Offer employees easy and straightforward techniques to share, receive, and access files
- Integrate new employees easily with the simple interface of the tool
- Lower the risk of mitigation through proper management and accountability of employees
- Manage your resource and budget by maintaining the records and generating valuable insights

Choosing professional and efficient software enables you to efficiently collaborate and increase projects' success rates. Numerous options are available online so pick the best one that fulfills all your needs and requirements and bring all your employees to the same platform.



THE BENEFITS OF AN ELECTRONIC SIGNATURE

Many businesses prefer handwritten signatures over electronic. Here are some benefits of a digital signature and why your business may adopt this technology:

- Electronic signature enables you to communicate and collaborate globally. It also facilitates your business with remote authentication.
- This technology ensures added security over traditional paper documents. You can easily conduct transactions with this enforceable and stronger online signature system.
- This new technology reduces your energy and time as all the documents are digital.
- It facilitates communication with the clients keeping them satisfied and happy.
- Environmentally friendly way to decrease paper production.





WE LOVE REFERRALS

The greatest gift anyone can give us is a referral to your colleagues. Referrals help us keep costs down so we can pass the savings to our clients.

If your friend ends up becoming a regular monthly services client - we'll gift them their free first month of service (for being a friend of yours) AND we'll gift you a £100 Amazon Gift Voucher.

Simply introduce me via email at david@manageditexperts.co.uk and I'll take it from there. I personally promise we'll look after your friends business with a high level of care and attention (just like we do with all our customers).



Managed IT experts

We are Microsoft Silver partner with over 15 years experience of successfully providing IT support and Cloud services to a wide range of SMEs in Edinburgh, Fife and Central Scotland.

We support our clients from a network offices in Dunfermline, Edinburgh and Glasgow.



NEED A LAUGH?



Q What do you call an excavated pyramid?

A Unencrypted!

MEET THE TEAM



Robbie

Robbie has been working with Managed IT Experts since August 2019 and joined whilst completing his HND in Computer Networking at Fife College. Which he followed up with a 2:1 bachelor's degree via Abertay University – with the knowledge he gained 'on the job' proving invaluable.

He loves working in the close-knit support team, helping colleagues with tasks and ensuring the clients are receiving a top-notch support service.

Get in touch

If you have questions about any of the articles in this weeks newsletter - or would like to talk to us about your own specific IT related challenges then please do not hesitate to [contact us](#).

That's all until next time. Enjoy the festive period !!